

Missouri REALTORS®

Certified GRI Instructor Application

FAQ Packet

Description

This FAQ is to aid those that are interested in being a Certified GRI Instructor in order to teach courses in Missouri REALTORS® GRI program.

In this document will be information to help you prepare everything you need to submit information into the online application, understanding the content for the various GRI courses, and transparency on how your application will be evaluated.

Common Questions

1. Who can apply?

Anyone that meets the base qualifications is eligible to apply. Beyond those that meet this qualifications, specific courses will be taught by assigned MR staff.

2. When are applications being accepted?

GRI Instructor Applications will be accepted on an annual basis. There is no set timeline at this moment, but currently applications will be accepted during the months of October – November.

3. How many courses can I be certified to teach?

There is a total of 16 GRI courses in the program. An individual can be certified to teach at maximum six (6) GRI courses.

4. What do I need for my application?

You will want to reference the sample application documents in this packet. It will outline everything you will need to have information on in order to successfully apply.

5. How will my application be evaluated?

Your application will go through a two stage process of being evaluated by a review committee with a transparent scoring card. The review committee will utilize this to submit a recommended slate of instructors for approval to the approval committee. The scorecard is in this packet for your convenience and our commitment to transparency in the process.

6. If I am not approved, can I re-apply the next year?

Yes.

7. How do I submit my application?

All applications must be submitted to the online application portal. This document is solely for the applicant's convenience on what to prepare for your application.

Base Qualifications

The following are the base qualifications one must meet in order to be considered:

- Missouri REALTORS® Member in Good Standing
- Active Licenses for at minimum two (2) years
- GRI Designee*
- Completed NAR's Fairhaven Simulation
- No License or Code of Ethics complaints at anytime in the profession

**Special consideration may be granted to those that do not have their GRI based on their history of teaching and career of service back to the industry.*

Basic Terms of Being a Certified GRI Instructor

As a Certified GRI Instructor for Missouri REALTORS®, you will be provided an agreement as an independent contractor to be certified for a two (2) year period. Any individual is able to apply again as many times as they would like to be considered for a consecutive two-year period.

Certified GRI Instructors will be compensated in the following manner:

- \$400/Course (*Each GRI Course is 4 hours.*)
- Mileage Reimbursement at the IRS Business Rate
- Lodging & Meal Reimbursement Allowance of \$250/night

Certified GRI Instructors must maintain the following standards to not be removed during their two-year period:

- Professionalism Standards
- Quality Instruction
- Annual Professional Development Requirements

Guidance: Submitting Your Application

Missouri REALTORS® will accept applications annually via an online form that will capture all the necessary information for an individual to be considered as a future Certified GRI Instructor. Applicants must submit their applications via the online form. No mailed or emailed applications will be accepted for consideration.

1. Review the sample application form in this packet that shows everything that you will need to share in your application.
2. Review the scorecard rubric.
3. Review the GRI course descriptions to evaluate, which ones you would be the most qualified or interested to teach.
4. Develop your Letter of Intent that you will attach in the online application.
5. Draft responses to the questions in the applications where there are response boxes in the sample document in this packet.
6. Review your Letter of Intent and responses to application questions.
7. Go to the online application and begin inputting all the information.

Quick Click Reference

- [Certified GRI Instructor Application Sample](#)
- [Certified GRI Instructor Application Scorecard Rubric](#)
- [GRI Course Descriptions](#)
- [Certified GRI Instructor Application Portal](#)

Guidance: Application Evaluation Process

The application evaluation process is a two-stage system where all applications are reviewed by a committee utilizing the scorecard, recommendations are provided to the approval committee by the review committee, and the approval committee makes the final determination on the individuals offered an agreement to become a Certified GRI Instructor.

Review Committee

This committee will be the first group to see all applications. They will utilize the scorecard to evaluate each application and then based on those scores create a slate of individuals recommended to be approved as Certified GRI Instructors.

The review committee will consist of the following:

- MR Director, Education
- Chairs/Vice Chairs of the Professional Development Output Group from the last three (3) years. (*Ex. The 2022-2024 chairs/vice chairs will receive the applications submitted in 2024.*)

Approval Committee

This committee will be the second group to see all applications. They will utilize the review committee's scorecards, their recommended slate, and the applications to determine final approval as a Certified GRI Instructor.

The approval committee will consist of the following:

- MR Vice President, Risk Management
- MR Director, Education
- Risk Management Committee

Note: *If an applicant to serve on either the review or approval committee applies to be a Certified GRI Instructor, they will not be allowed to serve in those functions to review and approve applications.*

Certified GRI Instructor Application Portal

Further Questions: If you have any further questions or need guidance, please contact MR Education Director, Blake Willoughby, at blake@morealtor.com.

All applications must be submitted to the online application portal. This document is solely for the applicant's convenience on what to prepare for your application.

Missouri REALTORS®
Certified GRI Instructor Application

PERSONAL INFORMATION

Name: _____

Email: _____ Phone: _____

M1/NRDS #: _____ Year Obtained License: _____

Address: _____

Company/Brokerage: _____

Local Board/Association: _____

At any time, have you had a license or Code of Ethics complaints? (Circle One): Yes No

Year Obtained GRI: * _____ Year Finished Fairhaven: _____

**Special consideration may be granted to those that do not have their GRI based on their history of teaching and career of service back to the industry.*

REQUIRED ADDITIONAL ATTACHMENTS

- ☐ Check that you have attached a one (1) page letter of intent outlining your answer to the following prompt:

Why do you want to be GRI instructor and how you are one of the best individuals to be helping elevate the skills of others throughout the state.

TEACHING EXPERIENCE

Please outline below your experience teaching real estate content. Be sure to share and specify the type of teaching from presentations, workshops, to accredited CE classes.

- ☐ Check if you own or work for a school accredited by the MREC? What is the school's name?

Please outline any specialty areas or content focuses you teach or feel like an expert in.

- ☐ Check if you have you been a GRI Instructor? When? _____
- ☐ Check if you have ever been removed as a GRI Instructor.

PROFESSIONAL DEVELOPMENT

Do you possess any of the following designations or certifications? Please check the box to the corresponding designation or certification and write the year it was obtained.

- | | | | |
|-------------------------------------|---------------------------------------|-------------------------------------|--------------------------------------|
| ☐ ABR _____ | ☐ ALC _____ | ☐ CCIM _____ | ☐ CIPS _____ |
| ☐ CPM _____ | ☐ CRB _____ | ☐ CRS _____ | ☐ CRE _____ |
| ☐ GAA _____ | ☐ GREEN _____ | ☐ PMN _____ | ☐ RCE _____ |
| ☐ RAA _____ | ☐ SRS _____ | ☐ SIOR _____ | ☐ SRES _____ |
| ☐ AHWD _____ | ☐ C-RETS _____ | ☐ DMSM _____ | ☐ e-PRO _____ |
| ☐ HFR _____ | ☐ ISA _____ | ☐ LHC _____ | ☐ MRP _____ |
| ☐ PSA _____ | ☐ REI _____ | ☐ RENE _____ | ☐ RSPS _____ |
| ☐ SFR _____ | ☐ SMART _____ | ☐ GSI _____ | ☐ DREI _____ |

What different types of rigorous training have you taken? Please state the entity that provided the training and when you underwent it.

ADDITIONAL INFORMATION

Have you received any awards or honors that would be relevant to your ability to teach GRI classes? Please state when you received it and the entity that gave the award or honor.

Please list any past service to Missouri REALTORS®.

PLEASE CHECK THE BOXES NEXT TO THE GRI COURSE TITLES THAT YOU WOULD BE INTERESTED AND/OR POSSESS THE CONTENT KNOWLEDGE TO TEACH THE COURSE.

- ☐ GRI 201 – Buyer Representation
- ☐ GRI 202 – Seller Representation
- ☐ GRI 203 – Negotiation Strategies & Skills
- ☐ GRI 301 – Fundamentals of Technology
- ☐ GRI 302 – Risky Business
- ☐ GRI 303 – Collaboration & Cooperation
- ☐ GRI 401 – Lead Generation & Nurturing
- ☐ GRI 402 – Marketing & Pricing Strategies
- ☐ GRI 403 – Business Brilliance
- ☐ GRI 501 – New Construction
- ☐ GRI 502 – Investors & Investment Properties
- ☐ GRI 503 – Real Estate in a Digital World
- ☐ GRI 600 – Capstone

Missouri REALTORS®
Certified GRI Instructor Application
Scoring Sheet

REQUIREMENTS

Applicant has had their license for at minimum two (2) years:	☐ Yes	☐ No
Applicant has obtained their GRI: *	☐ Yes	☐ No
Applicant has completed Fairhaven:	☐ Yes	☐ No
Applicant has license or Code of Ethics complaints:	☐ Yes	☐ No

**Special consideration may be granted to those that do not have their GRI based on their history of teaching and career of service back to the industry.*

LETTER OF INTENT

Distinguished 5 Points	Proficient 3 Points	Emerging 1 Point
Applicant expresses clear reasoning for their interest in being a GRI instructor. They share relevant information that highlights how they are a skilled practitioner that members would benefit learning from in an engaging manner.	Applicant expresses clear reasoning for their interest in being a GRI instructor. Not much relevant information is shared highlighting their skillsets to teach.	Applicant submitted a coherent letter of intent.
Reviewer's Score Letter of Intent: / 5 Points		

TEACHING EXPERIENCE

Applicant Has Taught Real Estate Courses:

Distinguished 5 Points	Proficient 3 Points	Emerging 1 Point
Applicant highlights an experienced career with educating real estate agents in a variety of topics.	Applicant highlights some engagement with educating real estate agents in a few topics.	Applicant highlights limited engagement with educating real estate agents.
Reviewer's Score Teaching Experience: / 5 Points		

Applicant Owns or Works for a school accredited by the Missouri Real Estate Commission:

☐ Yes 1 Point	☐ No 0 Points
Reviewer's Score Accredited School: / 1 Point	

Applicant Has Content Specialty Areas / Focuses They Teach:

Distinguished 5 Points	Proficient 3 Points	Emerging 1 Point
Applicant shared various relevant specialty areas / focuses that can be beneficial to the GRI course content.	Applicant shared some relevant specialty areas / focuses that can be beneficial to the GRI course content.	Applicant shared one or no relevant specialty areas / focuses that can be beneficial to the GRI course content.
Reviewer's Score Specialty Areas / Focuses: / 5 Points		

Applicant Has Been a Successful GRI Instructor in the Past:

☐ Yes 4 Points	☐ No 0 Points
Reviewer's Score Past GRI Instructor: / 4 Points	

PROFESSIONAL DEVELOPMENT**Applicant Has NAR Designations / Certifications:**

Distinguished 5 Points	Proficient 4 Points	Developing 3 Points	Emerging 1 Point	Not Applicable 0 Points
Applicant has six (6) or more NAR designations / certifications. <i>Excludes GRI.</i>	Applicant has four to five (4-5) NAR designations / certifications. <i>Excludes GRI.</i>	Applicant has two to three (2-3) NAR designations / certifications. <i>Excludes GRI.</i>	Applicant has one (1) NAR designation / certification. <i>Excludes GRI.</i>	Applicant has no NAR designation / certifications. <i>Excludes GRI.</i>
Reviewer's Score NAR Designations / Certifications: / 5 Points				

Applicant Has the Real Estate Educator Association's (REEA) DREI or GSI:

☐ DREI 3 Points	☐ GSI 1 Point
Reviewer's Score REEA DREI / GSI: / 3 Points	

Applicant has undergone relevant rigorous training(s):

☐ Yes 1 Point	☐ No 0 Points
Reviewer's Score Additional Trainings: / 1 Point	

ADDITIONAL INFORMATION

Applicant has received awards or honors relevant to teaching:

☐ Yes 1 Point	☐ No 0 Points
Reviewer's Score Honors / Awards: / 1 Point	

Applicant has past service to the state association:

Distinguished 5 Points	Proficient 3 Points	Emerging 1 Point
Applicant has had long-term substantial service engagement with the state association.	Applicant has recent service engagement with the state association.	Applicant has little to no service engagement with the state association.
Reviewer's Score Missouri REALTORS® Service: / 5 Points		

Scoring Totals

Applicant Name: _____

Letter of Intent Section Total		/ 5 Points	
Sub-Section: Teaching Experience	/ 5 Points	Sub-Section: Accredited School	/ 1 Point
Sub-Section: Specialty Areas/Focus	/ 5 Points	Sub-Section: Past GRI Instructor	/ 4 Points
Teaching Experience Section Total		/ 15 Points	
Sub-Section: NAR Designations/Certifications		/ 5 Points	
Sub-Section: REEA DREI or GSI	/ 3 Points	Sub-Section: Additional Trainings	/ 1 Point
Professional Development Section Total		/ 9 Points	
Sub-Section: Awards or Honors	/ 1 Point	Sub-Section: MR® Service	/ 5 Points
Additional Information Section Total:		/ 6 Points	
Total Points for Applicant:		/ 35 Points	

Missouri REALTORS®
GRI Course Descriptions

GRI Module II

GRI 201 – Buyer Representation Mastery

Providing exceptional service to buyers throughout the home buying process is paramount in building a successful and satisfying career. In this intensive class, you will gain comprehensive insights and practical skills to guide buyers from their initial appointment to a successful closing, while nurturing post-closing relationships for long-term success.

This course is designed to empower real estate professionals with the knowledge and tools necessary to navigate the complex journey from buyer consultation to closing with confidence and finesse. With a focus on appointment preparation, understanding the psychology of buyers, managing offers, facilitating the transaction process, collaborating with title companies, orchestrating smooth closings, and fostering post-closing relationships, you will become a trusted advisor to your clients and elevate your reputation within the industry.

GRI 202 – Seller Representation Mastery

This course covers the essential topics related to working with sellers and listings, providing a comprehensive overview for real estate professionals seeking to enhance their expertise in this crucial area of their practice.

From generating seller leads to successfully closing deals, participants will learn best practices, strategies, and techniques to excel in acquiring listings and successfully working with sellers from start to finish.

GRI 203 – Negotiation Strategies & Skills

The "Negotiation Strategies and Skills in Real Estate" course offers a comprehensive exploration of negotiation techniques tailored to the distinctive demands of the real estate industry. This course is designed to equip participants with the essential knowledge and skills needed to excel in negotiations within the ever-evolving world of real estate sales.

As a real estate professional, you have a specialized role of advising clients in the negotiation process. In this role, it is critical to be able to identify negotiation personas and to navigate the varying phases of the negotiation process while identifying how to leverage a situation. As a REALTOR® member, you are also guided by the REALTOR® Code of Ethics in the negotiation process. This course explores each of these topics and MORE, providing you with a solid foundation in real estate negotiation.

GRI Module III

GRI 301 – Fundamentals of Technology

Technology is embedded in every step of the real estate transaction. In today's age, technological competence is not optional. Technological competence requires real estate professionals to understand the tools that are available, know how to use them effectively, and use them in a way that protects sensitive data and prevents breaches. This course explores the various technology tools available to real estate professionals and how to use them safely and effectively.

GRI 302 – Risky Business

Building and running a business has risk, and that's true for a real estate business. Whether you are managing a brokerage full of agents or building your solo real estate business, you need to understand risk and how to manage it. This course starts with a personal business risk assessment and then takes students through a five-part risk management framework to identify risks, mitigate risks, and learn from risks using case studies and real world examples of failed risk management in the real estate industry.

GRI 303 – Collaboration & Cooperation

In the ever-evolving landscape of real estate, the ability to foster effective professional relationships is a cornerstone of success. This course, "Collaboration and Cooperation," is crafted to equip real estate professionals with the essential knowledge and skills required to navigate the network of interactions within the industry. Whether you're an experienced agent or looking to enhance your expertise, this course offers invaluable insights into building strong, collaborative relationships with appraisers, inspectors, lenders, and various other industry experts. While learning to foster strong relationships with industry professionals, you will also learn to navigate the various processes that they help to facilitate.

Unlock the potential for seamless transactions, heightened client satisfaction, and long-term success in the competitive world of real estate. Your journey towards becoming a more effective and cooperative real estate professional begins here.

GRI Module IV

GRI 401 – Lead Generation & Nurturing

A robust lead pipeline is vital for the success of a real estate business. This course equips REALTORS® with the skills to identify lead sources, generate leads, and implement a lead-nurturing system to foster enduring client relationships. Participants will explore various tools, platforms, and processes to develop a comprehensive system, beginning with lead generation and culminating in sustained relationships for referrals and repeat business.

GRI 402 – Marketing & Pricing Strategies

Marketing and pricing are critical components of a successful real estate transaction, and this course will provide you with the tools and strategies to effectively market properties, attract potential buyers, and determine optimal pricing strategies. Whether you're a seasoned agent looking to refine your techniques or a newcomer seeking a solid foundation, this course will equip you with valuable insights and practical strategies to achieve your sales goals.

GRI 403 – Business Brilliance

Welcome to Business Brilliance: Crafting a Standout Real Estate Identity course! This strategic planning course is designed specifically to equip you with essential skills and knowledge to elevate your real estate business to new heights.

In the fast-paced and competitive real estate industry, establishing a strong business foundation and effective marketing strategies are crucial for sustainable success. This course will delve into three essential pillars: strategic business planning, powerful branding, and cutting-edge agent marketing techniques. With a focus on practical application, you'll learn how to create a distinctive brand identity, develop a comprehensive plan for your business, and utilize innovative marketing tactics to expand your clientele and boost your profits.

GRI Module V

GRI 501 – New Construction

New construction offers unique challenges and opportunities when working with buyers, investors, and builders. REALTORS® who develop expertise in new construction are better able to serve their clients and help them navigate new construction transactions. This course gives REALTORS® a competitive advantage by developing thorough knowledge of new construction transactions.

GRI 502 – Investors & Investment Properties

This course is designed to equip real estate professionals with the knowledge and skills required to effectively work with investors and investment properties. Investors play a significant role in the real estate market, and understanding their needs, strategies, and preferences is crucial for real estate agents looking to expand their client base and succeed in this niche. In this course, you will delve into the fundamentals of identifying, analyzing, and locating investment properties, as well as building lasting relationships with investors.

GRI 503 – Real Estate in a Digital World

The real estate industry is ripe with competition amongst real estate professionals, which is why it is critical to stand out amongst our peers. One way to demonstrate your value to customers is by staying ahead of the competition in the area of technology. This course, Practicing Real Estate in a Digital World, will help you create a stand-out strategy to implement technology in all aspects of your business. You will learn how to harness technology to generate leads, create value-adding video, wow clients with incredible presentations, and create a consistent digital brand and manage the online reputation of your real estate business.

Capstone

GRI 600 – Capstone

This course is to provide the opportunity for the student to utilize all the knowledge gained in the previous fifteen (15) courses to create a capstone project that demonstrates their mastery in the learning objectives and content they have been exposed to throughout the program.